



Amar Singh

A Content Marketing Manager with 10+ years of experience specializing in content strategy, brand messaging, product marketing, and copy editing. A strong history of defining brand voice and creating dynamic content strategies to enhance market penetration and exposure.

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Professional Experience

Content Marketing Manager

Debt Relief Pros, Boston, MA | May 2016 – Present

- Oversee the development of content strategy and manage a large-scale rebranding initiative for debt consolidation company by creating educational content and building a new brand image focused on integrity and transparency
- Spearhead the creation of new case studies highlighting the positive financial impact of debt consolidation services on previous clients
- Manage a team of four content writers to create promotional materials and educational web pages providing users with resources and information to improve financial literacy

Content Marketing Specialist

Crypto Investors Co., Boston, MA | May 2011 – May 2016

- Managed, built, and developed a team of seven content writers to create blogs, web pages, and topical authority pieces on cryptocurrency and blockchain investing
- Identified opportunities to enhance the quality of web content and improve SEO performance by conducting audits and implementing link-building campaigns

Education

Bachelor of Arts (B.A.) Marketing
Boston College, Boston, MA
September 2007 - May 2011

Key Skills

- Content Marketing
- Brand Development
- Content Strategy
- Copy Editing
- SEO Marketing